How did PPC Winner help Amazon sellers increase revenues?

PPC Winner is a start-up established in 2017, that offers a simple AI-based solution for Amazon sellers to manage their advertising campaigns on the Amazon platform.

The Need

Products that don't appear on the first page of Amazon search results are rarely clicked on, making them practically invisible to end-users. This means that sellers who lack professional advertising skills rarely succeed in effective promotion of their products.

PPC Winner recognized the need to create a system that automatically tunes and promotes such ad campaigns, allowing any seller to seamlessly create and manage effective Amazon ads.

PPC Winner's Challenge

PPC Winner's leadership, a group of media professionals, envisioned a smart algorithm which would support the automated launching of ad campaigns, seeing them through to completion while performing real-time updates at a rapid rate. Translating this vision into the reality of a smart virtual machine that can be launched into the market was something that was never done before. Moreover, PPC's leaders had no idea how to turn such a tool into a profitable endeavor.

Comm-IT's Solution: Flexible R&D

As Israel's leading Software-as-a-Service group, Comm-IT brought to the table a number of advantages that PPC Winner's management team couldn't ignore: an experienced DevOps team, scores of brilliant engineers, leading algorithm developers and unmatched project and product management skills. However, the most important advantage Comm-IT presented was its unique Flexible R&D model.

Understanding that software development projects are an ever-changing ecosystem, the Flexible R&D model provides customers and partners the ongoing ability to streamline technical expertise and talent according to actual project needs.

For PPC Winner, Flexible R&D meant complete freedom to determine the mix and quantity of expert resources deployed throughout the development project, allowing for transparent and complete control of both budget and timetables. This allowed PPC Winner to manage risks to optimally support their marketing, sales and market penetration efforts.

Meet Steve

Utilizing its vast multi-vertical expertise, Comm-IT created an innovative AI solution for automated management of Amazon ad campaigns. At the heart of the solution is a highly intelligent robotic algorithm named Steve.

From campaign setup, through to market analysis and end-user target optimization, Steve saves Amazon sellers enormous amounts of time and effort previously required to run an effective Amazon ad campaign.

By deploying right-sized teams of multidisciplinary experts, Comm-IT provided PPC Winner with an optimal balance between their technology needs and budget constraints; from project and product managers, architects and front-end engineers, through to back-end developers, expert testers and deployment teams - Comm-IT's experts were all readily available when and where PPC Winner needed them, allowing the game-changing introduction of Steve into the Amazon seller arena.

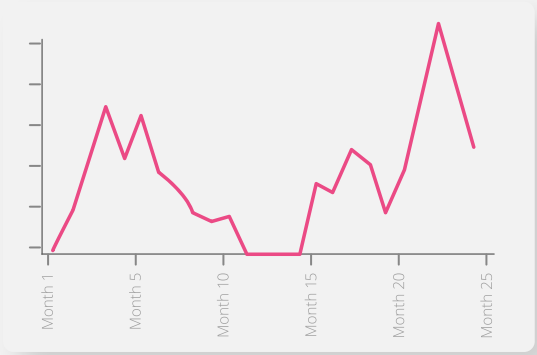
Comm-IT's Added Value: Corporate Culture

Working hand-in-hand throughout the process, Comm-IT's managers were able to provide PPC Winner's directors with key insights on how to successfully run a modern technology company. The transformation from media professionals to Start-Up managers was not a simple one, however it was a critical accomplishment for newcomers to a hi-tech environment.

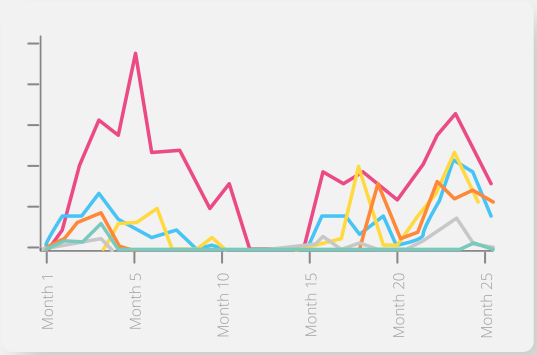
Surviving a Zero-Funds Period

Over a period of 25 months, Comm-IT teams provided the horizontal and vertical expertise required for the PPC Winner product, at exactly the right time. During this period PPC Winner management faced a period of time where development activity had in fact come to a complete stop due to a temporary lack of cash flow. For a start-up company working with in-house developers, that would have easily meant letting the development staff go and losing built knowledge so crucial for success. However, thanks to Comm-IT's Flexible R&D this did not occur, and so when the financial challenge was resolved the same Comm-IT engineers and experts walked right back into the project, picking up on their work and helping PPC Winner reach its success and goals.

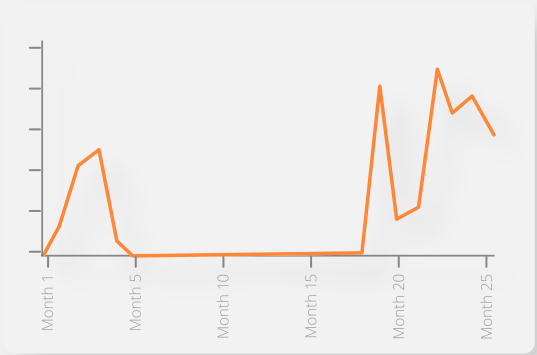
Total Resources



By Resource



Only Front-End



An estimated two-months of learning time were saved across all aspects of the project. The complete downtime of resource utilization did not lead to project termination. Schedules were strictly met, and at the bottom line total project cost ended up at 45% of what was originally envisaged had PPC Winner gone with an in-house development team.

In their own words: Successful R&D, Successful Product

“Comm-IT always has the right people at the right place and time,” said Shai Venezia, PPC Winner founder. “The professional management, the expertise in AI development, the wonderful way they connected to our vision, all these led to a market launch that was earlier than expected, maintained our budget and with superb results. Steve has already increased Amazon sellers’ sales by hundreds of percent, and is a smart, well implemented solution that is perfectly positioned to reform the Amazon seller marketplace.”

About Comm-IT

Comm-IT is Israel’s leading Systemshouse, providing customers and partners with innovative, fully integrated multi-disciplinary solutions under a single roof. The company's headquarters are in Israel, with operations in Europe and the USA. Comm-IT develops, consults and manages advanced software and IT projects in a variety of fields, and using the latest innovative technologies and solutions.
Established in 2005, Comm-IT has successfully led over 600 IT and software development projects for more than 500 organizations, manufacturers, start-ups and government institutions.

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